



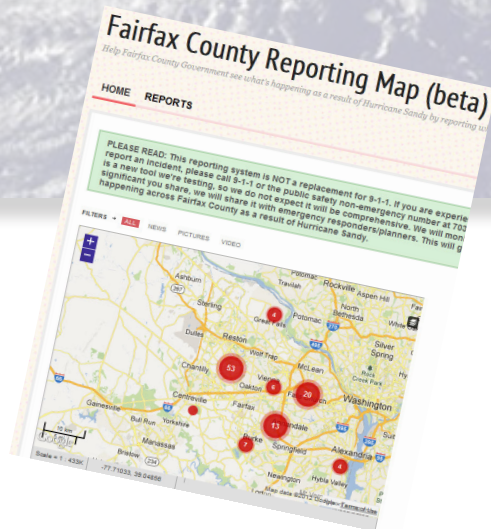
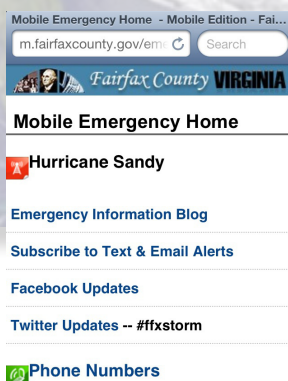
# Metrics Report

## Special Edition: Hurricane Sandy

Hurricane Sandy affected Fairfax County before, during and after its landfall in the United States. According to the county's Emergency Operations Plan, the Office of Public Affairs coordinates and disseminates all information related to major incidents.

This metrics report provides a snapshot of how our information was published and shared during the timeframe of Oct. 26-31, 2012. The stats paint a picture that confirms the changing way government communicators must think about, distribute and encourage sharing of information in today's world.

This report includes some comparisons, too, especially to Hurricane Irene in 2011. The data show a significant increase in our public seeking and sharing emergency information from many tools, including social media.





## Emergency Information Blog

Our Emergency Information Blog has been live for 14 months now at [www.fairfaxcounty.gov/emergency/blog](http://www.fairfaxcounty.gov/emergency/blog). It serves as our primary way to share emergency information. During Sandy, we set new records for views and comments.

### By The Numbers

- **384,651: views**
- **2,260: email subscribers**
- **603: public comments**

- **78,365: from fairfaxcounty.gov**
- **35,936: from Facebook**
- **16,042: from fcps.edu**
- **11,385: from Google.com search**
- **6,870: from Twitter**
- **5,974: from WTOP.com**



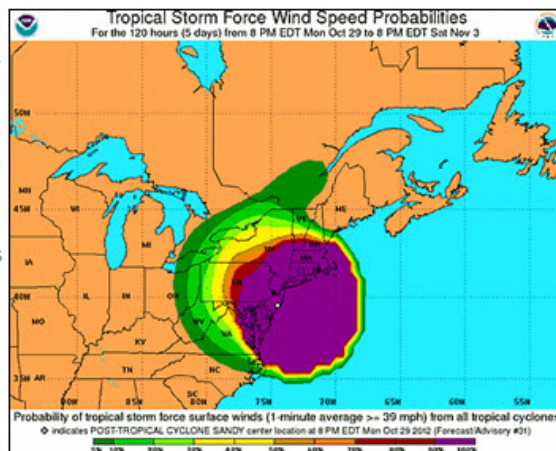
A new Emergency Web Banner was activated on every county webpage to help drive traffic to emergency blog.

## Hurricane Sandy is About to Get Worse

Posted 12:56 p.m.

Hurricane Sandy is about to get worse.

Think of the derecho storm with high winds in June that lasted 24 minutes. The winds we're about to experience beginning this afternoon are like the derecho, but they will last for 24 hours.



To paraphrase: **Instead of 24 minutes of dangerous winds, it will be 24 hours of dangerous conditions.**

### Selected Blog Post Topics:

- 10 Ways to Get Ready for Hurricane Sandy
- County Government Preparations for Hurricane Sandy
- The Importance of Neighbors During Hurricane Sandy
- Help Distribute Hurricane Sandy Information
- Hurricane Sandy Online Discussion Set for 6 p.m. Sunday
- Move Cars and Belongings in Low-Lying Areas Ahead of Hurricane Sandy
- Fairfax County Government Closed Monday
- Stay Informed on Your Mobile Device
- Traffic Updates for Hurricane Sandy
- Tree Hit Your House? 4 Steps to Follow
- Tell Us What You See on New Crowdsourcing Reporting Map
- Hurricane Sandy is About to Get Worse
- Shelter Now Open at Lee District RECenter
- Huntington Area: Immediate Evacuation of Two Streets
- Traffic Lights Out; Obey Four Way Stops

### Compared to Hurricane Irene

	Sandy	Irene
Views	384,651	50,668
Comments	603	77
Subscribers	2,260	75



## By The Numbers

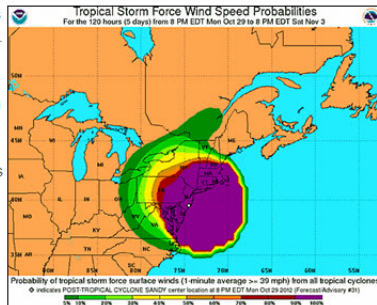
- **10,175**: likes, comments and shares — — — — — — —
- **1,057**: new fans — — — —
- **145,523**: daily total reach\*
- **127,254**: daily viral reach\*\*

- **3,011: likes**
- **1,434: comments**
- **5,730: shares**

- **587:** by desktop
- **397:** by mobile
- **73:** by other

Posted 12:56 p.m.

Think of the derecho storm with high winds in June that lasted 24 minutes. The winds we're about to experience beginning this afternoon are like the derecho, but they will last for 24 hours.



**We need you to stay off the roads** and remain indoors as travel will become extremely dangerous with winds and heavy rain beginning this afternoon.

Several inches of rain and potential flooding could start happening. We're beginning to get reports of flooded roads.

Have your battery-powered radio available and make sure your phone is fully charged if you lose power. We will share any shelter openings and other updates via our information channels such as this blog or through the news media.

Please refer to these prior updates for information on other topics:

- Tree Hit Your House? 4 Steps to Follow
- Shelters Not Open, But Pre-Identified If Necessary
- Emergency Hotline Available at 571-350-1300

Please Share This

Email Facebook 2K+ Twitter 34 LinkedIn 7

**This blog post was shared more than 2,000 times on Facebook.**

Compared to Hurricane Irene		
	Sandy	Irene
Likes/ Comments/ Shares	10,175	869
New Fans	1,057	379
Total Reach	145,523	42,768
Viral Reach	127,254	30,809

Compared to County Facebook 2012		
	Sandy	Jan.-Sept.
Likes/ Comments/ Shares	10,175	8,418
Total Reach	145,523	643,279
Viral Reach	127,254	272,078

\*The number of people who have seen any content associated with your Page. (Unique Users)

\*\* The number of people who saw your Page or one of its posts from a story published by a friend. (Unique Users)





## Twitter

The county's main Twitter account at [www.twitter.com/fairfaxcounty](http://www.twitter.com/fairfaxcounty) also continued to serve as a primary way for people to get information about Hurricane Sandy. Facebook and Twitter have different audiences, purposes and cultures, so we utilized the platform in many effective ways to share our messages -- and people also became our information ambassadors through retweets.

### By The Numbers

- **1,494:** retweets of — county updates
- **1,127:** new followers
- **997:** instances of the #ffxstorm hashtag



As Hurricane Sandy approached we openly advocated for people to use the hashtag #ffxstorm so we could see localized information. Other hashtags such as #sandy and #VASandy were simply too wide and included too much noise for us to sort through to find Fairfax information. The use of this hashtag was adopted by many and we plan to continue advocating for a more specific hashtag depending upon the incident (as one may have already bubbled up from the community).



Compared to Hurricane Irene		
	Sandy	Irene
Retweets	1,494	333
New Follows	1,127	292

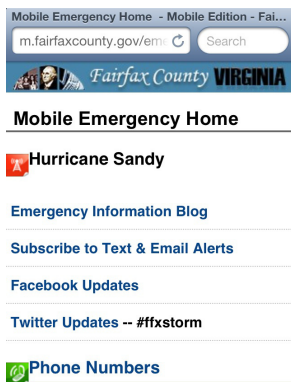


# Mobile

Most of the information we publish can be viewed on smartphones, while all of our messages can be published to any type of cell-phone through text alerts. To address this shift in consumer behavior, Fairfax County has begun implementing a mobile strategy to ensure our information is compatible and usable for our residents, especially during emergencies like Hurricane Sandy.

## By The Numbers

- 1,700: # of county iPhone app downloads — — — — — →
- 9,551: # of county mobile emergency page visits



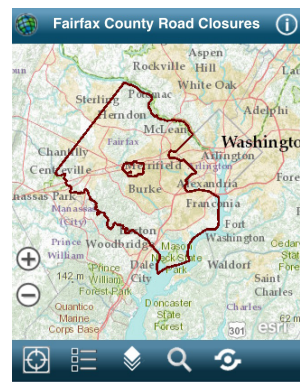
Mobile Emergency Home



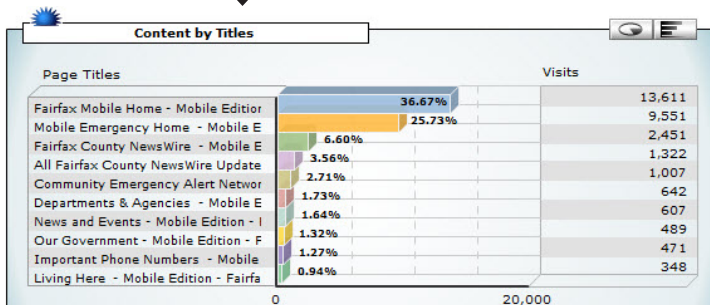
Mobile County Facebook



Mobile Emergency Blog



Mobile Road Closures



	Page Titles	Visits	Pageviews
1.	Fairfax Mobile Home - Mobile Edition - Fairfax Cour		
	10/20/2012-10/25/2012	1,690	2,218
	10/26/2012-10/31/2012	13,611	19,429
	% Change	705.38% ↑	775.97% ↑
2.	Mobile Emergency Home - Mobile Edition - Fairfax		
	10/20/2012-10/25/2012	49	68
	10/26/2012-10/31/2012	9,551	13,646
	% Change	19,391.84% ↑	19,967.65% ↑

## Compared to Hurricane Irene

	Sandy	Irene
Downloads	1,700	289

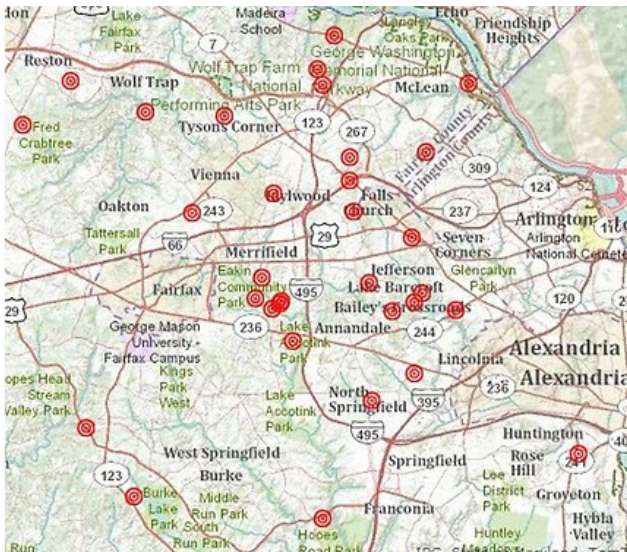


## Maps

During Hurricane Sandy, we introduced two new mapping options for our community: a road closures map that we updated with hourly status changes and a crowdsourcing reporting map for people to submit what they were seeing to give us better situational awareness.

### By The Numbers

- **12,752:** views of crowdsourcing map
- **111:** crowdsourcing reports
- **16,473:** road closure map views



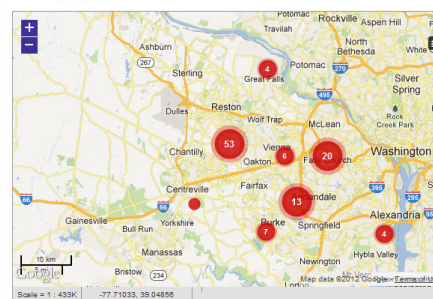
### Fairfax County Reporting Map (beta)

Help Fairfax County Government see what's happening as a result of Hurricane Sandy by reporting what you see.

HOME REPORTS

PLEASE READ: This reporting system is NOT a replacement for 9-1-1. If you are experiencing an emergency or need to officially report an incident, please call 9-1-1 or the public safety non-emergency number at 703-691-2131, TTY 711. This reporting system is a new tool we're testing, so we do not expect it will be comprehensive. We will monitor your reports. If we see something significant you share, we will share it with emergency responders/planners. This will give us a selected sense of what's happening across Fairfax County as a result of Hurricane Sandy.

FILTERS ALL NEWS PICTURES VIDEO



CATEGORY FILTER (HIDE)

ALL CATEGORIES

- NO POWER
- TREES DOWN
- FLOODED ROAD
- TRAFFIC LIGHT OUT

45

- Downed Power Lines--Family Cannot Leave**  
Home 1  
A utility pole has fallen on Hardwood Lane, McLean and two others are leaning badly. There are numerous power lines down on Hardwood and adjoining...
- Small tree down slightly impacting Backlick**  
1  
There is a small tree down blocking a sidewalk and about a third of a lane on Backlick Road. The tree is easily avoided.
- Tree Down**  
3  
Tree down and leaning across the utility wires. Between Fox Mill Road and Difficult Run. Near 3303 Fox Mill Road
- Potterton Drive still blocked**  
3  
Potterton Drive between Beachway drive and Hillsboro Drive is still blocked by a downed tree and a downed telephone pole and wires. Your website...
- Power pole down**  
3  
Power pole fell down into street and wires are crossing the road at Hardwood Lane near Woodacre Drive in McLean, 22101.



Fairfax County Government shared a link.

October 29

As a whole community, we believe you can be eyes and ears in the field to help us know what's going on in your community. Report and identify issues on our new crowdsourcing map: <http://bit.ly/WVJkFH>



Tell Us What You See on New Crowdsourcing Reporting Map  
[bit.ly](http://bit.ly)

Posted 12:01 p.m. As a whole community, we believe you can be eyes and ears in the field to help us know

Like · Comment · Share

19

Virginia Colin, Arts Fairfax, Amy Johnson Gourley and 20 others like this.





# YouTube

We often publish videos to share on the county website, emergency information blog, Facebook, Twitter and elsewhere.

## By The Numbers

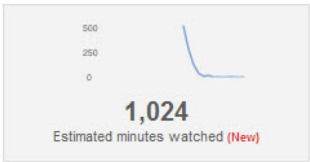
- 3,063: video views on YouTube



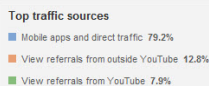
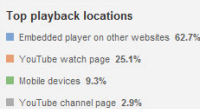
Deputy County Executive Rohrer Discusses Hurricane Sandy Preparation

Uploaded: Oct 26, 2012 - Duration: 2:20 - Lifetime views: 718

### Performance



### Discovery



Hurricane Sandy Safe Driving Tips from Deputy County Executive Dave Rohrer



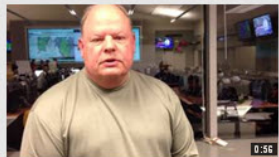
Hurricane Sandy Traffic Safety Tips



EOC Commander Roy Shroud Discusses Hurricane Sandy weather impact for Monday, Oct. 29



Hurricane Sandy Preparedness Tips with Chairman Sharon Bulova



County Executive Ed Long With an Update



Deputy County Executive Rohrer Discusses Hurricane Sandy

## Compared to Hurricane Irene

	Sandy	Irene
Videos	5	5
Views	3,063	1,863

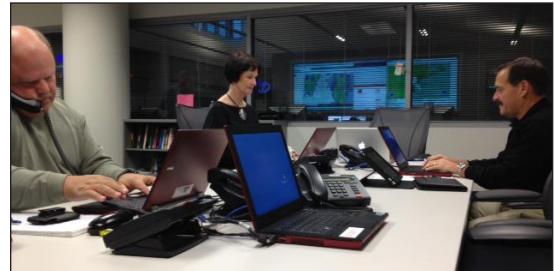


## Ask Fairfax!

Ask Fairfax! has been one of our key engagement tools to connect our residents with county experts. On Sunday, Oct. 28, we hosted an online discussion with the Board of Supervisors chairman, county executive, deputy county executive for public safety and emergency management coordinator.

### By The Numbers

- **346:** questions from the public for Ask Fairfax!



This discussion is one of many examples of how we use multiple tools to communicate the same message:

The screenshot shows the Fairfax County Virginia website. The header includes the county logo and navigation links: Home, Living Here, Doing Business, Visiting, and Departments & Agencies. Below the header, there's a search bar and a link to the archived discussion room. The main content area is titled "Hurricane Sandy" and contains a message from Sharon Bulova, Chairman of the Board of Supervisors, welcoming the online chat. It also includes a comment from Gallows RD and a response from Sharon Bulova.

The screenshot shows a Facebook post from Fairfax County Government. The post is dated October 28 and includes a link to the online discussion: <http://www.fairfaxcounty.gov/askfairfax/ActiveDiscussion.aspx?roomid=47>. Below the text is a photo of the Emergency Operations Center.

The screenshot shows a Twitter post from Fairfax County (@fairfaxcounty). The tweet says: "Join the Hurricane #Sandy online discussion w/ @SharonBulova & County Exec Ed Long right now at [1.usa.gov/PeHUqI](http://1.usa.gov/PeHUqI) #ffxstorm". It includes a "Follow" button and a "Retweet" button.

### Compared to Hurricane Irene

	Sandy	Irene
Questions	346	121